

MITCHEL TO BE BOSS OF FUSION CAMPAIGN

Job E. Hedges Declines to Take Helm Because of His Ill Health.

PLANS TO RAISE FUNDS

Lustgarten Will Organize United Gaynor Committee to Work for Success of Anti-Tammany Ticket.

John Purroy Mitchell, fusion candidate for Mayor, took active charge of his campaign yesterday afternoon. Some hours before, Fire Commissioner Johnson had sung the swan song of the Independent movement that was started for the reelection of Mayor Gaynor. Both Jacob M. Schiff and Henry Clews, the bankers, who have been most set in their opposition to Mr. Mitchell, acknowledged there seemed to be no chance of holding the movement together. The situation has finally developed into a straight fight between the fusion forces and Tammany Hall.

Although a general committee to manage the fusion campaign will be appointed, with a chairman who will be campaign manager, it is believed Mr. Mitchell will be the real boss of the campaign.

Job E. Hedges declined to accept the management of the campaign. He said his health would not permit. Efforts will be made to get William Leach, Jr., to take the helm. It is not believed he will consent to do so. Three or four other names are under consideration, among them that of former Senator Martin Saxe.

Provisional Committee Selected.

A provisional campaign committee was selected, with power to form a larger committee, which probably will have one hundred members, or more. This committee consists of Mr. Mitchell, Controller Prendergast and Borough President McAneny, the three city candidates; Norman Hapgood and Joseph M. Price, chairman of the fusion general and executive committees, respectively, and Arthur H. Woods and Frank L. Polk, personal friends of Mr. Mitchell. As soon as the campaign committee has been organized, the candidates will be named. It has been thought that there will be many sub-committees on finance, printing, meetings, speakers, etc. The general committee will have its headquarters with the fusion committee, in the Fifth Avenue Building, and will co-operate with it.

Mr. Mitchell said yesterday that he did not want to get into any political discussion until after the funeral of Mayor Gaynor. He wished to state, however, that he never had said anything derogatory regarding the ability of Mr. Hapgood or Mr. Price to run a campaign. It had been thought best, he explained, to get some one to manage the campaign who had not been connected with the fusion committee.

The cable message sent to Mr. Hedges asking him to become campaign manager was signed not only by Mr. Mitchell, but also by Samuel S. Koenig, Francis W. Bird, Jr., the Progressive leader; Mr. Hapgood, Mr. Price and William H. Hotchkiss.

Mr. Hedges, who returned from Europe on Monday night, had a long talk with Mr. Mitchell yesterday morning. He told the candidate for Mayor that if he took the work at all, it would be with all his heart and with the expenditure of every bit of force he possessed. His doctor would not permit such a thing, he said. He had just returned from recuperating after his gubernatorial campaign and he did not want to lose all the strength he had gained. He said he would be glad to make what speeches he could in the campaign, and the leaders

could always call upon him for advice. The question of placing the fusion ticket on the ballot under a special emblem by petition was considered by the fusion committee and turned over to the campaign committee. Representatives of the regular organizations are opposed to the proposition, as it would tend to take away from the total vote in their respective columns, and also work injury to the chances of their Assembly and aldermanic candidates, who would not appear in the fusion column.

Plans to Raise Funds.

Steps were taken yesterday to raise funds for the campaign. About fifty members of the general fusion committee met with the executive committee early in the afternoon and discussed ways and means to obtain the necessary money to run the campaign. Each member of the committee will be asked to suggest the names of five men who would be likely to contribute to the campaign. To facilitate the work of getting money the city will be divided into sections.

It is probable that the committee will establish a campaign paper, to be sent to every enrolled voter in the city, if funds for that purpose can be obtained.

William Lustgarten, who was prominent in the Gaynor movement, said yesterday that sixty of the sixty-four independent organizations in the Gaynor leagues would organize the United Gaynor Committee and work for the election of Mr. Mitchell. Headquarters will be established at No. 501 Fifth avenue.

"We will work independently of the fusion committee, but will co-operate with them in every possible way," Mr. Lustgarten said. "We intend to do everything in our power to bring about the election of Mr. Mitchell and the rest of the fusion ticket. We believe the late Mayor would have wished us to act in this manner, as it will help to defeat Tammany Hall."

In announcing the dissolution of the Gaynor movement, Commissioner Johnson said he had received the following letter from Jacob H. Schiff:

"McAneny writes me appreciatively but firmly he cannot accept. Under these circumstances we can now do naught but leave to those who could have prevented this by co-operating courageously with us to shoulder the responsibility for Tammany's return to power. You may use this if you desire."

Commissioner Johnson said he had waited to observe the effect of the effort to get Borough President McAneny to take the place at the head of the ticket. "Mr. McAneny was our only available leader," he continued. "We never had a serious thought of any other. Of course, the Gaynor Fusion and Nominating League goes out of existence with the failure of this effort. All of us are now left free to make our individual fusion, and few of us will have any trouble making it."

Where Johnson will go was made fairly clear when, referring probably to his calling certain Tammany leaders "fat-heads," he said:

"What now happens to me personally or officially is of the smallest consequence. If in my zeal for him (Mayor Gaynor) and my contempt of quitters I have offended any one, I apologize."

Mr. Johnson gave out a copy of a letter the Mayor wrote to him the day before sailing for Europe, expressing his appreciation of the work Johnson had done, and adding:

"I hope you will never have occasion to regret your fidelity."

Henry Clews said last night:

"The Gaynor Independent League was organized solely to work for the reelection of the late Mayor Gaynor. As an act of God has removed their candidate, and as the members recognize the fact that there is no one upon whom they can unite to take his place, they are left no alternative but to disband, which I certainly favor doing. Had Mr. Gaynor lived, I firmly believe he would have succeeded himself as Mayor, as he unquestionably continued to grow in favor after his nomination."

NEW LINER'S MAIDEN TRIP.

The new liner Caribbean, of the Royal Mail Steam Packet Company, arrived here last night from Southampton, with 115 passengers. This is the vessel's maiden trip. She comes to replace the Orontea in the company's New York-Bermuda service. She will sail at 10 o'clock this morning for Bermuda with 125 passengers and mails.

ADVERTISING TALKS

By William C. Freeman.

Here is a matter of history showing how a business may be built to enormous proportions through the aid of advertising.

The Greenhut-Siegel-Cooper Company are celebrating this week, with a great deal of satisfaction and pride, the seventeenth anniversary of their business.

Well they may!

The name Greenhut was added to the original name—Siegel-Cooper Company—when the Messrs. Greenhut assumed full control. They were interested in the business from the start, however.

Seventeen years ago the enormous store, still occupied by the firm—although the old B. Altman & Company store, directly opposite, has since been added—was regarded as a rather risky enterprise. Wise people shook their heads and said: "How will they get the business to make such a big store pay?"

A great many people to-day say about this or that enterprise: "How can it be made to pay?" These people always overlook the fact that ADVERTISING WILL MAKE ANY LEGITIMATE ENTERPRISE PAY.

The business celebrating this week seventeen years of unusual prosperity got into the swim of things right at the start.

A big store, with big stocks of merchandise, will not yield a return on the investment unless the owners are willing to invest enough additional capital TO MAKE IT KNOWN THROUGH ADVERTISING.

There was a big investment made in advertising by these wise merchants. They knew they could not succeed otherwise. How could they regulate the percentage of their gross business to apply to advertising? They did not know. They did not want to know. They had confidence in their enterprise—confidence in themselves as merchants—so they said, "Here is so much money to invest in advertising," and they went at it with a bang.

You or I would like to have invested right now the sum of money that was given over to advertising the first year, or any year since then. We would not need to work.

After the business had been going awhile, I was sent to see the firm about a contract for advertising in the newspapers—evening, morning and Sunday—that I then represented. I have never been afraid to talk big figures to advertisers, because I have always felt that the more money merchants invested in advertising, the greater business they will do—and at less cost. It works out this way nine times out of ten.

But prepared as I was to talk big figures, I was just a little bit flabbergasted when I was told: "We will advertise in your papers this year to the extent of one hundred thousand dollars net. Write out the contract and we will sign it."

It did not take me long, I assure you, to write out that contract and to rush down to the office with it. For one day at least I was probably the proudest advertising man in the world.

The Greenhut-Siegel-Cooper Company have always had the courage to do big things in a big way, but, mind you, never extravagantly. They do not throw money away on advertising or anything else. Advertising—since it creates great volume of business—lowers the cost of merchandise to the consumer.

OLD LEADERS HOLD JOBS IN PRIMARIES

Fights Prove Perfunctory in Many Districts Where Contests Are Made.

DAVIS EASY FOR GRUBER

Republican Veteran Wins Victory at Polls After Campaign Which Induced Him to Threaten Suit.

There was little to live in the primary elections yesterday, at least so far as fights went. The contests in all the boroughs were fewer than for several years, and in all districts where there was any show of a fight, with the exception of the 15th Assembly District in Brooklyn, the contestants were snuffed under and the old district leaders re-elected. John W. Carpenter, who contested the Democratic leadership of James A. McQuade in the 15th Brooklyn district, won by 696 votes. The figures were: Carpenter, 2,388; McQuade, 1,732. Up to two years ago Carpenter had been Democratic leader of the district, until McQuade stepped in and took it away from him.

There were three fights in the Republican ranks in Manhattan, all of which ended disastrously for the contestants. In the 17th Assembly District, where Willis B. Davis was trying to wrest the sceptre of leadership from Abraham Gruber, the returns showed Gruber snug in his present berth by a score of 1,065 to 199. The campaign manifestos of Mr. Davis had been so vitriolic that Mr. Gruber threatened to sue him for libel.

The primary contests in Brooklyn were few. There was only one Assembly district fight among the Republicans. That was in the 5th Assembly District, where John C. White, a prominent member of the Congress Club, backed by the younger element in the district, attacked the leadership of ex-Sheriff Alfred T. Hobbie. He was not successful.

The Republican district leaders elected in New York County are as follows:

Dist. 1—William G. Rose.	Dist. 12—Abraham Gruber.
2—Joseph L. Levenson.	13—Joseph E. Nedelko.
3—James E. Marsh.	14—Alexander Brough.
4—Alexander Watt.	15—James J. Hinch.
5—Samuel S. Koenig.	16—James M. McKee.
6—Samuel S. Koenig.	17—James M. McKee.
7—Samuel S. Koenig.	18—James M. McKee.
8—Samuel S. Koenig.	19—James M. McKee.
9—Samuel S. Koenig.	20—James M. McKee.
10—Samuel S. Koenig.	21—James M. McKee.
11—Samuel S. Koenig.	22—James M. McKee.

The Republican district leaders elected in The Bronx are:

Dist. 1—W. H. Ten Eyck.	Dist. 12—W. H. Ten Eyck.
2—A. J. R. Smith.	13—W. H. Ten Eyck.
3—A. J. R. Smith.	14—W. H. Ten Eyck.
4—A. J. R. Smith.	15—W. H. Ten Eyck.
5—A. J. R. Smith.	16—W. H. Ten Eyck.
6—A. J. R. Smith.	17—W. H. Ten Eyck.
7—A. J. R. Smith.	18—W. H. Ten Eyck.
8—A. J. R. Smith.	19—W. H. Ten Eyck.
9—A. J. R. Smith.	20—W. H. Ten Eyck.
10—A. J. R. Smith.	21—W. H. Ten Eyck.
11—A. J. R. Smith.	22—W. H. Ten Eyck.

The Democratic district leaders elected in New York County are:

Dist. 1—Daniel E. Finn.	Dist. 12—R. D. Williams.
2—Thomas E. Foley.	13—R. D. Williams.
3—J. C. Fitzgerald.	14—R. D. Williams.
4—John J. Kearney.	15—R. D. Williams.
5—J. C. Fitzgerald.	16—R. D. Williams.
6—J. C. Fitzgerald.	17—R. D. Williams.
7—J. C. Fitzgerald.	18—R. D. Williams.
8—J. C. Fitzgerald.	19—R. D. Williams.
9—J. C. Fitzgerald.	20—R. D. Williams.
10—J. C. Fitzgerald.	21—R. D. Williams.
11—J. C. Fitzgerald.	22—R. D. Williams.

The Democratic district leaders elected in The Bronx are:

Dist. 1—Martin Burke.	Dist. 12—Stephen A. Nugent.
2—Edward O'Brien.	13—Stephen A. Nugent.
3—M. J. Gorman.	14—Stephen A. Nugent.
4—M. J. Gorman.	15—Stephen A. Nugent.
5—M. J. Gorman.	16—Stephen A. Nugent.
6—M. J. Gorman.	17—Stephen A. Nugent.
7—M. J. Gorman.	18—Stephen A. Nugent.
8—M. J. Gorman.	19—Stephen A. Nugent.
9—M. J. Gorman.	20—Stephen A. Nugent.
10—M. J. Gorman.	21—Stephen A. Nugent.
11—M. J. Gorman.	22—Stephen A. Nugent.

The Progressive district leaders elected in New York County are:

Dist. 1—Joseph A. Durkin.	Dist. 12—Philip T. Carey.
2—Dr. Nath. Rathfon.	13—Philip T. Carey.
3—W. H. Chaboureaud.	14—Philip T. Carey.
4—Abraham Bailey.	15—Philip T. Carey.
5—Frank T. Caravan.	16—Philip T. Carey.
6—Max Stender.	17—Philip T. Carey.
7—John J. Pinkett.	18—Philip T. Carey.
8—John J. Pinkett.	19—Philip T. Carey.
9—John J. Pinkett.	20—Philip T. Carey.
10—John J. Pinkett.	21—Philip T. Carey.
11—John J. Pinkett.	22—Philip T. Carey.

The Progressive district leaders elected in The Bronx are:

Dist. 1—Irving M. Crane.	Dist. 12—Jacob Shengut.
2—Jon. L. Zoster.	13—Jacob Shengut.
3—William Hoetzel.	14—Jacob Shengut.
4—William Hoetzel.	15—Jacob Shengut.
5—William Hoetzel.	16—Jacob Shengut.
6—William Hoetzel.	17—Jacob Shengut.
7—William Hoetzel.	18—Jacob Shengut.
8—William Hoetzel.	19—Jacob Shengut.
9—William Hoetzel.	20—Jacob Shengut.
10—William Hoetzel.	21—Jacob Shengut.
11—William Hoetzel.	22—Jacob Shengut.

The Republican district leaders elected in Kings County are:

Dist. 1—D. Harry Balston.	Dist. 12—Philip T. Carey.
2—Robert W. Wood.	13—Philip T. Carey.
3—M. John Wheeler.	14—Philip T. Carey.
4—Alfred T. Hobbie.	15—Philip T. Carey.
5—D. Harry Balston.	16—Philip T. Carey.
6—John J. Pinkett.	17—Philip T. Carey.
7—John J. Pinkett.	18—Philip T. Carey.
8—John J. Pinkett.	19—Philip T. Carey.
9—John J. Pinkett.	20—Philip T. Carey.
10—John J. Pinkett.	21—Philip T. Carey.
11—John J. Pinkett.	22—Philip T. Carey.

The Democratic district leaders elected in Kings County are:

Dist. 1—Miss M. E. Dreier.	Dist. 12—Chas. S. Aronson.
2—Charles Lasker.	13—Chas. S. Aronson.
3—John B. Shay.	14—Chas. S. Aronson.
4—Ben G. H. McClell.	15—Chas. S. Aronson.
5—John B. Shay.	16—Chas. S. Aronson.
6—John B. Shay.	17—Chas. S. Aronson.
7—John B. Shay.	18—Chas. S. Aronson.
8—John B. Shay.	19—Chas. S. Aronson.
9—John B. Shay.	20—Chas. S. Aronson.
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11—John B. Shay.	22—Chas. S. Aronson.

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6—John B. Shay.	17—Chas. S. Aronson.
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8—John B. Shay.	19—Chas. S. Aronson.
9—John B. Shay.	20—Chas. S. Aronson.
10—John B. Shay.	21—Chas. S. Aronson.
11—John B. Shay.	22—Chas. S. Aronson.

The Republican Assembly district leaders of Queens are the following:

Dist. 1—Theron H. Burden.	Dist. 4—Joseph Green.
2—Herbert Conklin.	5—Joseph Green.
3—Theron H. Burden.	6—Joseph Green.
4—Theron H. Burden.	7—Joseph Green.
5—Theron H. Burden.	8—Joseph Green.
6—Theron H. Burden.	9—Joseph Green.
7—Theron H. Burden.	10—Joseph Green.
8—Theron H. Burden.	11—Joseph Green.
9—Theron H. Burden.	12—Joseph Green.
10—Theron H. Burden.	13—Joseph Green.
11—Theron H. Burden.	14—Joseph Green.
12—Theron H. Burden.	15—Joseph Green.

The Democratic Assembly district leaders of Queens are the following:

Dist. 1—Daniel F. Shaw.	Dist. 4—Philip Frank.
2—Alexander Duval.	5—Daniel Noble.
3—Daniel F. Shaw.	6—Daniel Noble.
4—Daniel F. Shaw.	7—Daniel Noble.
5—Daniel F. Shaw.	8—Daniel Noble.
6—Daniel F. Shaw.	9—Daniel Noble.
7—Daniel F. Shaw.	10—Daniel Noble.
8—Daniel F. Shaw.	11—Daniel Noble.
9—Daniel F. Shaw.	12—Daniel Noble.
10—Daniel F. Shaw.	13—Daniel Noble.
11—Daniel F. Shaw.	14—Daniel Noble.
12—Daniel F. Shaw.	15—Daniel Noble.

The Progressive Assembly district leaders of Queens are the following:

Dist. 1—John L. Streever.	Dist. 4—Frank Baldwin.
2—Henry S. Johnston.	5—Peter J. Meininger.
3—John L. Streever.	6—Peter J. Meininger.
4—John L. Streever.	7—Peter J. Meininger.
5—John L. Streever.	8—Peter J. Meininger.
6—John L. Streever.	9—Peter J. Meininger.
7—John L. Streever.	10—Peter J. Meininger.
8—John L. Streever.	11—Peter J. Meininger.
9—John L. Streever.	12—Peter J. Meininger.
10—John L. Streever.	13—Peter J. Meininger.
11—John L. Streever.	14—Peter J. Meininger.
12—John L. Streever.	15—Peter J. Meininger.

The Republican Assembly district leader of Richmond is:

Dist. 1—George H. Nichols.

The Democratic Assembly district leader of Richmond is:

Dist. 1—Joseph J. O'Grady.

The Progressive Assembly district leader of Richmond is:

Dist. 1—William H. Jackson.

REGULAR DESIGNEES WIN AT PRIMARIES

Little Interest Shown and Parties in Most Cases Win Easy Victories.

FUSION LOYAL TO MITCHEL

Kline and Willcox Poll a Few Republican Votes—One Change Only in District Leadership.

Candidates for city, county and borough offices were nominated by the legal political parties at the primaries yesterday. This was the first time that such candidates were chosen under the new direct primary law. Candidates for member of the Assembly were also directly nominated yesterday, as they were a year ago.

There was little interest in the primaries as a whole, although in some cases spirited fights were made to overturn the regular designations by writing in the names of opposition candidates. In only one case in the entire city was a regularly named opposition ticket placed on the primary ballot by petition. That was in the case of an aldermanic candidate in The Bronx, who tried to capture the Progressive primaries. He did not succeed.

In general the vote was light throughout the city. In Kings the Progressives got out only a small part of their enrollment. In some districts there were only one or two Moose votes.

In Manhattan, where the Progressive enrollment was not more than 5 per cent of the vote cast at the election a year ago, the party managed to get out a good percentage of the enrollment.

The death of Mayor Gaynor effectively put a stop to the plan to swing the Republican primaries against John Purroy Mitchell for Mayor. However, in some of the districts the names of others were written in for Mayor by way of protest.

For instance, in the 24th District, where Joseph Levenson, the leader, has been opposed to Mitchell from the start, the name of Adolph L. Kline, who succeeded Mayor Gaynor, was written in place of Mr. Mitchell on twelve ballots. There were a few scattered votes for William H. Willcox, former Public Service Commissioner, for Mayor in Brooklyn.

Several arrests were made last night in the 15th Assembly District for attempting to cast illegal votes and for alleged illegal voting, and the reserves were called out to subdue a fight in one polling place.

Peter Shevlin, thirty-six years old, of No. 29 West 83d street, was arrested after, it was charged, he illegally voted at a portable polling booth in 86th street, near West End avenue, as "Patrick Schelvin, of No. 200 West 83d street."

George F. Form, who contested James J. Hagan's leadership in that district, grabbed the man after he had voted, and demanded that his election captain, Alexander De George, arrest him.

De George started toward the man, who fled north on West End avenue. He was arrested only after Policeman Brown, of the West 100th street station, pursued him in Form's automobile.

Several men were said to have tried to stuff ballot boxes in the polling place at No. 221 Columbus avenue, and word was sent to Form's headquarters. A gang of "strong arm" men arrived in an automobile, and, breaking past two policemen at the door, started to "clean up shop."

The leader of the intruders, said to be an ex-convict, was struck by a policeman and knocked to the floor. That ended the battle.

Joseph Lewis, a machinist in the Brooklyn Navy Yard, who lives at No. 116 West 65th street, was arrested and locked up on the complaint of Joseph McCarthy, of No. 185 West End avenue, a Form watcher, who said the man cast a fraudulent vote at the polling place at No. 267 West 68th street.

There were few contests for district leadership in the entire city, and there was only one change in leadership. This was in the Democratic organization in the 14th District, Brooklyn.

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